

MAXWELL-BRISCOE CO. BUYS COLUMBIA

Claims to Have Secured Control
of Many Valuable Auto-
mobile Patents.

OUTPUT OF THE COMPANY
SAID TO BE 20,000 CARS

Selden Patent Only Covers Part
of Field, but Makes It-
self Felt.

It is natural that so important a trade development as the recently reported amalgamation of the Maxwell-Briscoe Motor company with the United States Motor company should give rise to general inquiries into the reasons leading to this union. Therefore, and in order to answer numerous inquiries, I have set forth in the following a general statement of the considerations which were the most powerful factors in leading to the association of the interests and facilities of the United States Motor company and the Maxwell-Briscoe Motor company.

The automobile, as it is used in this country today, has become so important an item in our industrial development that it deserves an attention claimed by few other fields; in short it has become a commodity. The interest in which is not confined to a comparatively small number of manufacturers and distributors, but is shared by every one to whom time is of value and who has occasion to need transportation.

Important Matter.

To begin with what I consider the most important matter, I want to say that the circumstance likely to produce the most far-reaching consequences is the patent situation, which has been a source of continuous hazard to the Maxwell-Briscoe Motor company as well as to every other automobile manufacturer.

The Selden patent, basic as it is, in reality covers only part of the field and there exist besides it a number of other patents protecting the various structural features of the modern motor car, which, like the Selden patent will make themselves felt in a very short time.

As a matter of fact, the patent situation in the industry is a most important and interesting one to which but little attention has been given until the recent decision of Judge Hough clearly established the validity of the Selden patent. This decision opened the eyes of the Maxwell-Briscoe Motor company, and cost its treasury \$150,000, which were spent in the protection of our dealers and their business. Yet even the payment of this sum did not altogether eliminate future jeopardy of our interests.

Attorneys Secure Facts.

This job took us, so to speak, immediately the best patent attorneys of the country were set to work on a thorough investigation of all existing automobile patents and the result of their searches, I must confess, was somewhat of a surprise to us, for we found that nearly every important structural feature used in the present-day automobile was covered by patents more or less fundamental, so that we as well as other makers were placed in a most hazardous position with regard to the future.

One of the results of our patent investigation was the realization of the fact that the Columbia Motor Car company of Hartford, Conn., had what might be termed a "corner" on practically all good automobile patents. We considered these patents such a menace to the security of our business that we immediately opened negotiations with the owners of the Columbia Motor Car company, who, we discovered were very confident in the strength of their position. They had invested large sums of money in this branch of their business and under advice of good counsel had purposed to use these patents as a controlling factor in the automobile industry, having been awaiting the decision in the Selden litigation.

To us it seemed desirable for the good of the Maxwell-Briscoe Motor company and the industry as a whole to have control of the patent situation obtained by a company that would have enormous facilities for manufacture and distribution, and I advised the United States Motor company to purchase the Columbia Motor Car company.

Ideal Product.

There are other reasons. As we stated in the first notice given out in reference to the matter, the main idea and governing motive in the commercial sense, were that the United States Motor company, the Maxwell-Briscoe Motor company and other constituent concerns would in the concentration of effort find the certain means of bringing forth an ideal product, of conducting the manufacturing and marketing operations on a broader and more scientific line and of overcoming generally the obstacles which now inevitably present themselves to an automobile concern at the time when it reaches a certain degree of magnitude.

The Maxwell-Briscoe Motor company has reached a point where it produces 20,000 automobiles during a single year. Yet it is true that in producing this number of cars we always have been and still are dependent upon other manufacturers who either produce rough or finished parts or furnish the numerous extraneous components of a complete motor car.

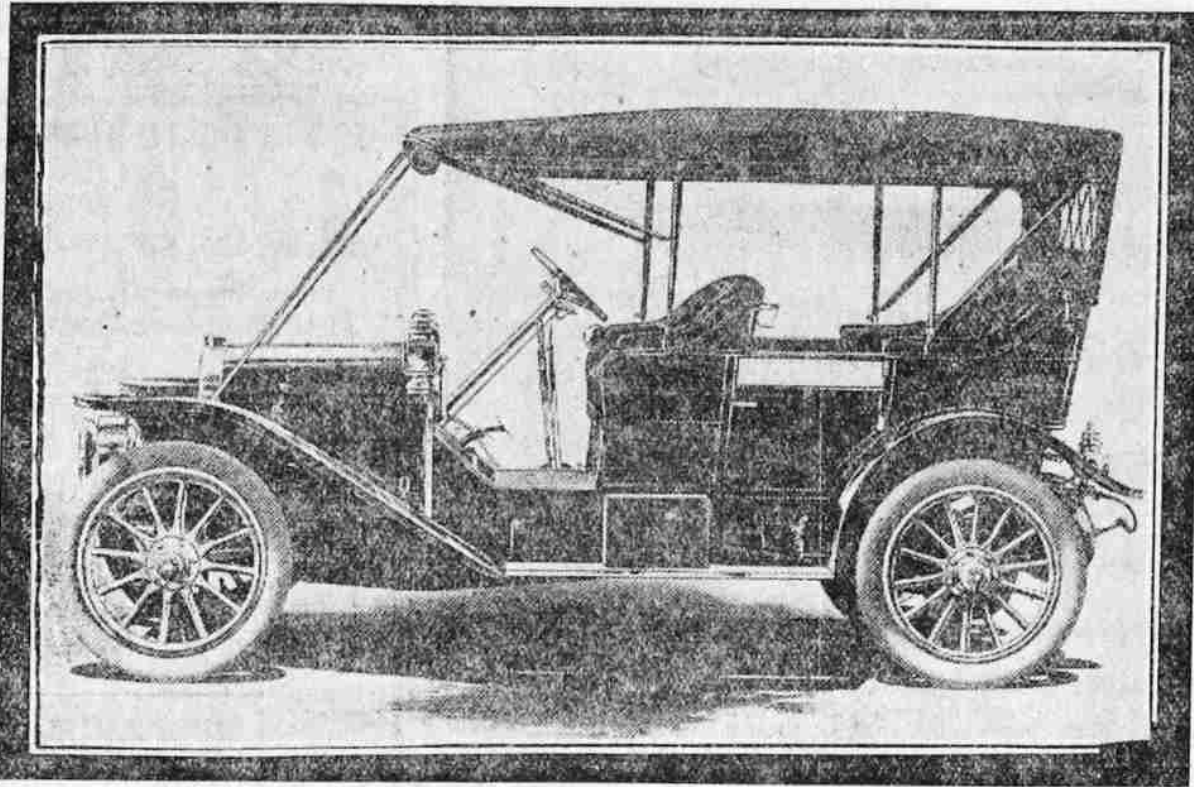
It is plain therefore that whereas a small concern might find it compatible with considerations for its future welfare to run the risks incident to producing cars under such circumstances, the wider scope of our own business makes such a course very undesirable not only for ourselves but for our dealers. Even if it should be feasible to make contracts for raw materials and supplies ever so binding, it is practically impossible to have deliveries focus in a way not attended with vexing and expensive delays.

NOTICE.

Notice is hereby given that a special meeting of the stockholders of the Abraham Irrigation company, a corporation of Utah, has been called and will be held at the office of the company, room No. 508 Newhouse building, Salt Lake City, Utah, on March 1, A. D. 1910, at 11 o'clock a. m. The object and purpose of said meeting is to consider and vote on the proposition to join with other companies and persons owning and controlling water rights in the waters of the Sevier river in the state of Utah flowing or to flow into or below the reservoir known as the Sevier Bridge reservoir, in the consolidation of all of said water rights under a company to be organized, whose power and duty shall be the control, management and allotment to the rightful owners thereof their several proportions and amounts of said waters, and for the transaction of such other business that may properly come before said meeting.

JAS. A. McAVILLIE,
President of Abraham Irrigation Company. c1912

Ideal Passenger Touring Car



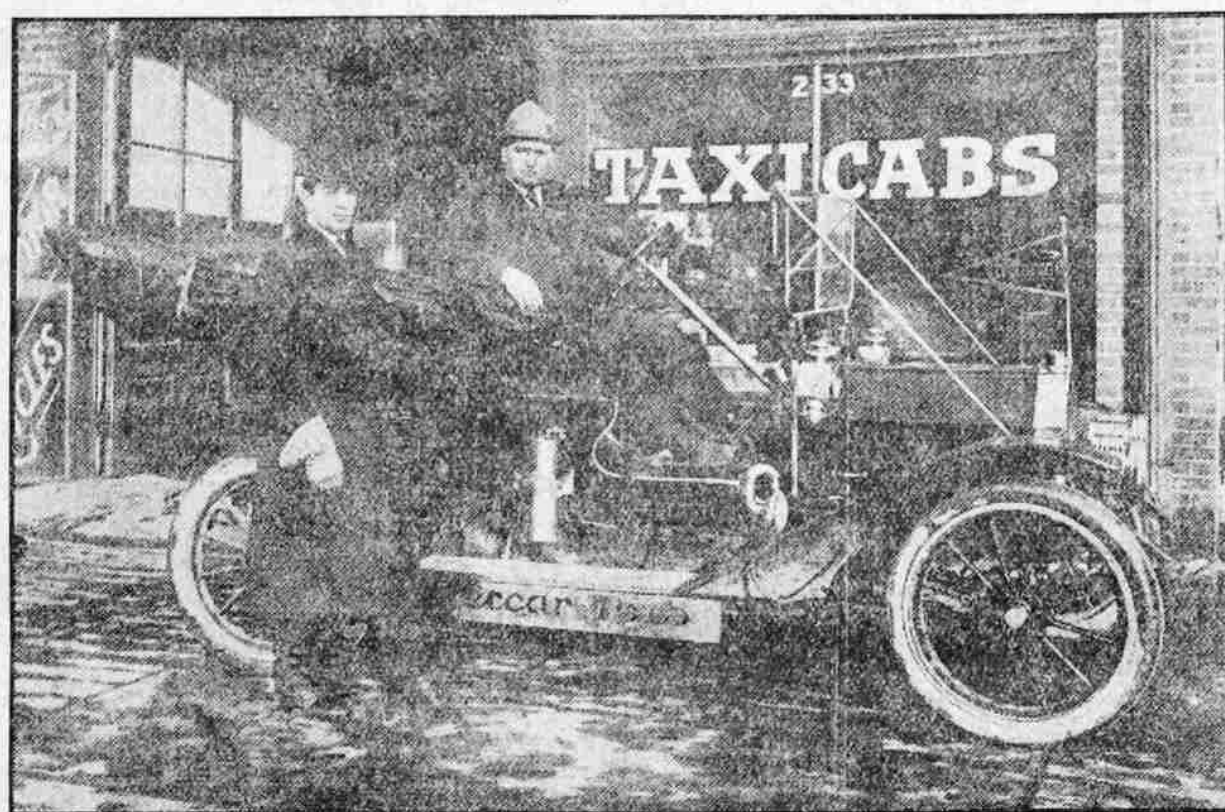
W. H. DAYTON BUYS DAYTON CAR.

An ideal five-passenger touring car is the Stoddard-Dayton "10-A," forty-horse power, shown in the foregoing picture. This machine was purchased recently by W. H. Dayton, a well-known Salt Lake druggist. It is finished in royal blue for the body color, while the chassis is a cream yellow.

The lines of this car are graceful, a feature which seldom fails to appeal to the critical automobile purchaser. Among the mechanical features in which the Stoddard-Dayton people take great pride are the hemispherical combustion chamber, large ports and manifolds, ample rocker arm operation of both valves, cylinders cast in pairs, and improved internal pump and lubrication delivery.

The Stoddard-Dayton cars are handled in Salt Lake by the Sherman Automobile company. A number are on exhibition at the auto show at the Auditorium this week.

New Cab Service for Salt Lake



MESSRS. KAHN AND HARTWICK.

Green taxicabs are now familiar to practically every person in Salt Lake. Although "taxies" have been in use in the larger cities of the United States and Europe, it was but a few weeks ago that the first one made its appearance on the streets of Salt Lake. The taxicab sprung into favor in a hurry and the original supply is hardly adequate to supply the business offered.

To Ben Hartwick, president, and Ed-

win C. Kahn, secretary of the Taxicab and Auto company, 231 South West Temple street, belongs the honor connected with the innovation. When these gentlemen ordered the first five taxicabs, the step was taken in the way of an experiment. But Salt Lake took so kindly to the new vehicles that more have been sent for.

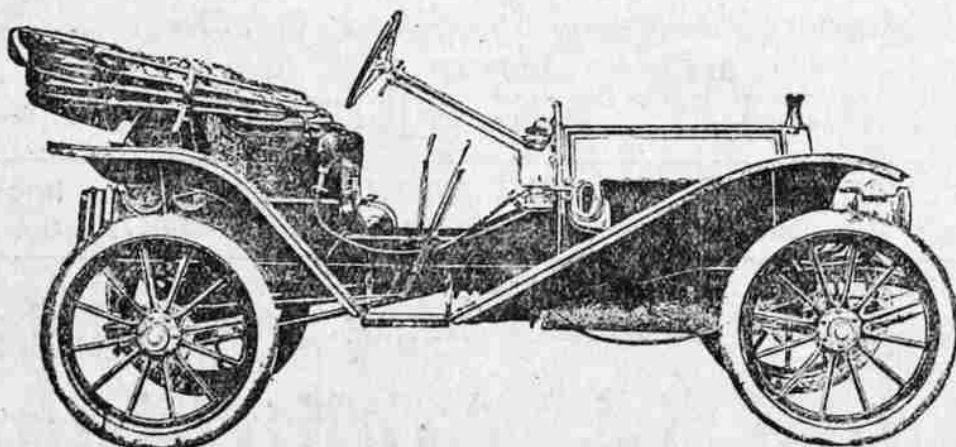
The green taxicabs are Carter cars, one of the best known automobiles on the

market in this country at the present time. In addition to the "taxies," Messrs. Hartwick and Kahn handle a complete line of Carter cars. The feature machine of the 1910 output is the four-cylinder, five-passenger stock car, one of the prettiest cars of the type seen here this season.

In the picture, Mr. Kahn is standing on the left, while Mr. Hartwick is at the wheel.

Fit for service the year round,
the same as your \$5000 car—the

Hupmobile



4 cylinders.
20 H. P.
Bosch magneto.
Sliding gears.

\$750

(F. O. B. Detroit.)

Owners of this car have found in the Hupmobile the first and only car of its type built with the same unswerving honesty of purpose as the finest large cars extant—the American people have accorded it a place in their esteem shared only by the acknowledged leaders in the costlier class. Like the latter, its position is secure, undisturbed and beyond question. Like the latter, it knows no season of usefulness; it is at your service all through the year.

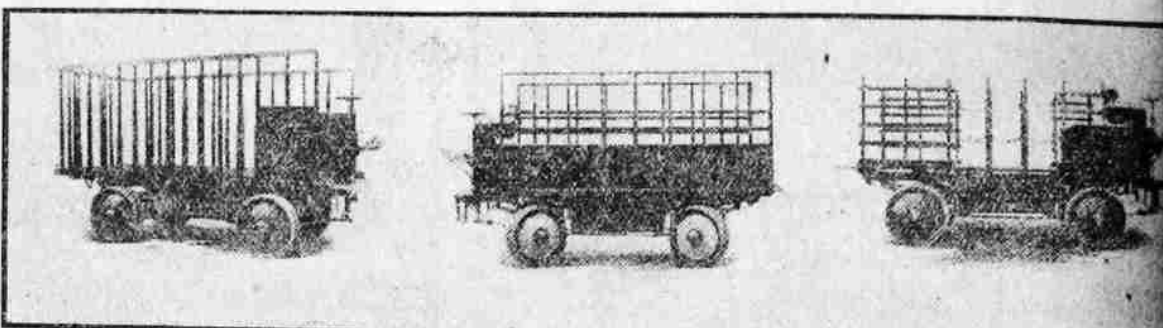
Bear in mind the price—then study the construction.

The Motor Co. 41 South State St.

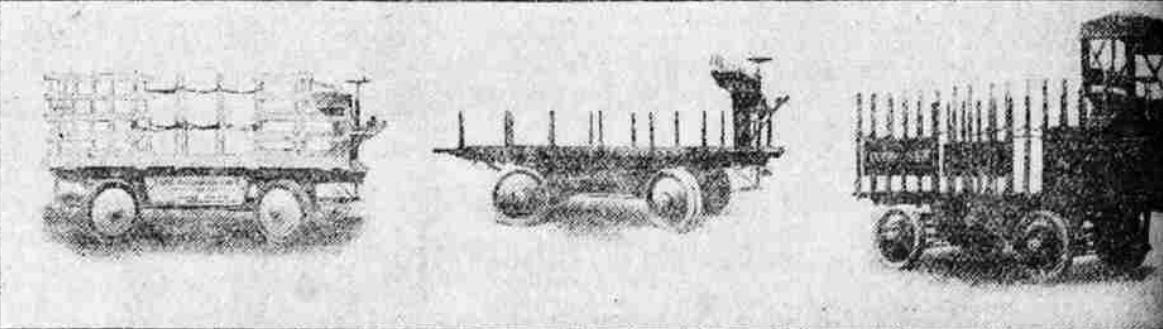
Mr. Merchant, Mr. Drayman, Mr. Mining
Machinery Man, Mr. Ice Man, Mr. Coal Man,
Mr. Packing House Man—

If you are interested in better delivery service—quicker, safer, cheaper—investigate the QUICK SERVICE

Couple-Gear Electric Power Trucks



One power truck with trailer has equal capacity to three teams and horse trucks. A power truck cuts expense in half and more than doubles profits. If you are interested ask for a demonstration. Investigate the actual earning power of these modern machines.

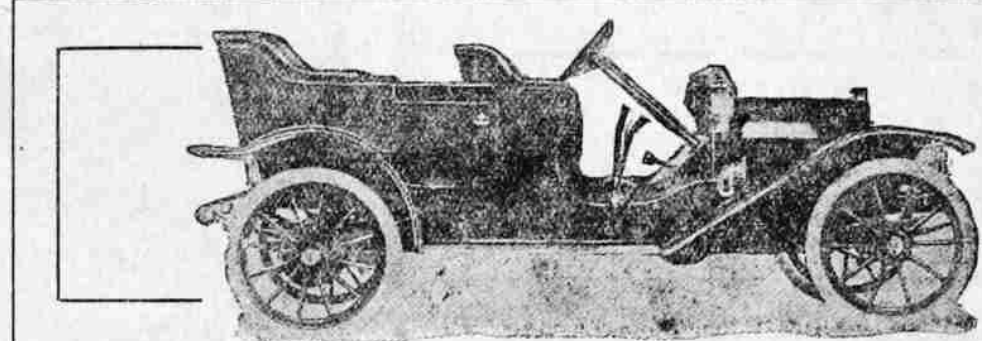


We guarantee the efficiency of the "Couple-Gear" to be 97 per cent at full load for the motors. This efficiency is easily determined by Prony brake test. We also guarantee the drivings and all other mechanical parts for a period of one year. Our catalog gives other scientific reasons for the extremely high efficiency above mentioned and explains fully the liberal complete guarantee under which "Couple-Gear" trucks are sold.

Meet me at the Main entrance of the Auto Show, where I will be pleased to demonstrate the value and money-saving qualities of the Couple Gear Electric Trucks.

P. C. DYKES, State Agent
309 Dooly Block Salt Lake

The Everitt "30"



The Car You Have Been Waiting For

SPECIFICATIONS

The
King
and
Stand-
ard
of
1910

Color—Royal blue.
Seating capacity—Two, four and five persons.
Clutch—Cone.
Wheel base—110 inches.
Gauge—56 inches.
Tires—34x3 1-2 inches.
Brake systems—Two sets, contracting and expanding on both rear wheels.
Horse-power—Thirty.
Cylinder—Four.
Arranged—Vertically under hood.

Cast—En bloc.
Bore—4 inches.
Stroke—4 3/4 inches.
Cooling—Water.
Radiator—Vertical tubes.
Ignition—Jump spark.
Electric source—Dry battery and magneto.
Drive—Shaft.
Transmission—Selective sliding gear on rear axle.
Gear changes—Three forward, one reverse.

The Motor
Contains
150 Less
Parts
Than Its
Closest
Competitor
Think
of It!

See This Car at the Auto Show
February 19-26

Southeast corner at left of entrance

Raymond-Bracken Auto Co.
Temporary Quarters 473 So. Main
March 1, 148 E. First South

NOTICE OF SPECIAL MEETING OF STOCKHOLDERS

Of Eagle and Blue Bell Mining Company.

A special meeting of the stockholders of the Eagle & Blue Bell Mining company will be held at the office of the company, room 403 Dooly block, Salt Lake City, Utah, on Saturday, the 12th day of March, 1910, at 12 o'clock noon, for the following purposes:

1. To determine whether the articles of incorporation shall be amended so as to increase the capital stock from 250,000 shares of the denomination and par value of \$1 each to 1,000,000 shares of the same denomination and par value. Also to determine the form of said amendment if adopted.

2. To determine whether the articles of incorporation shall be amended so as to provide that meetings of the directors may be held for the transaction of any business of the corporation at such places outside of the state of Utah as the directors may by resolution or by-laws provide. Also to determine the form of said amendment if adopted.

3. In the event that the capital of the corporation be increased by the amendment proposed in paragraph 1, to determine, for the purpose of liquidating the debts and means for carrying on the business of the corporation, whether the directors shall be authorized to dispose of such increased stock upon terms and at such prices as they deem to be for the best interests of the company.

GEORGE E. DAVIS, President
Salt Lake City, Utah, Feb. 19, 1910.